

# Telesat

Télesat Canada

news release

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#89 *Government  
Publications*

OTTAWA - 10 April 1980 - Telesat Canada today announced changes in the membership of the Board of Directors and senior management of the Canadian domestic communications satellite company.

David A. Golden, O.C., President and Chief Executive Officer of Telesat since its incorporation in 1969, has resigned as President and Chief Executive Officer to take up a new appointment as full-time Chairman of Telesat's Board of Directors. He replaces J. Alphonse Ouimet, C.C., who has served as part-time Chairman of the board since 1969. Mr. Ouimet will continue to serve as a Telesat Director.

Eldon D. Thompson has been elected President and Chief Executive Officer of Telesat and a Director of the company. Mr. Thompson's appointment has received Order in Council approval required under the Telesat Canada Act and is effective immediately.

The changes in the Telesat executive followed a request by Mr. Ouimet to be relieved of the chairmanship of the Board and by Mr. Golden to be relieved of the Chief Executive Officer responsibility.

"Telesat has been singularly blessed in having had a man of Mr. Ouimet's dedication, internationally recognized competence and broad and imaginative telecommunications experience to guide

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it through the always difficult formative years of a national company such as ours," Mr. Golden said, adding that the company was fortunate that it had been able to persuade Mr. Ouimet to continue to serve the company as a member of the Board of Directors.

Mr. Ouimet's career in Canadian telecommunications spans almost five decades beginning in 1932 as a research engineer and a pioneer in television technology in Canada. His career in Canadian broadcasting began in 1934 as a research engineer with the Canadian Radio Broadcasting Commission (later the Canadian Broadcasting Corporation) and ended with his retirement from the CBC as its President in December of 1967. He was named Chairman of Telesat Canada in 1969.

Mr. Ouimet was named a Companion of the Order of Canada in 1969.

Internationally recognized in the fields of engineering, broadcasting and communications, Mr. Ouimet has been the recipient of such distinguished achievement awards as the Sir John Kennedy Medal, the senior award of the Engineering Institute of Canada (1960); the Gold Medal of the Canadian Council of Professional Engineers (1975), and the International EMMY Directorate award in 1976.

Eldon D. Thompson, Telesat's newly-elected President and Chief Executive Officer brings to the company a wealth of engineering, administrative and financial experience.

A 1957 graduate of the University of New Brunswick in electrical engineering, Mr. Thompson was a Beaverbrook scholar and received several awards for academic achievement.

He joined the New Brunswick Telephone Company in 1957 and served in a series of increasingly responsible capacities culminating with his election as President of the company in 1977. Prior to his appointment as President of the New Brunswick Telephone





Company, Mr. Thompson was President and Chairman of the Board of Management of the TransCanada Telephone System from 1974 to 1978.

Mr. Thompson is a Vice-Chairman of the Institute for Research on Public Policy and has been a member of the Social Sciences and Humanities Research Council of Canada. He has been very active in public affairs in the Maritime Provinces, particularly in the area of economic development.

David Golden, the new Chairman of the Board, joined Telesat Canada in September, 1969, as the company's first employee and President and Chief Executive Officer following a distinguished career as a senior public servant. A Rhodes Scholar and a 1941 graduate of the University of Manitoba in law, Mr. Golden enlisted with the Winnipeg Grenadiers in May of that year and served in Hong Kong until the fall of the island in December 1941. He was a prisoner of war from 1941 to 1945.

In 1954 he was appointed Deputy Minister of the Department of Defence Production until his resignation in 1962 to take up an appointment as President of the Air Industries Association of Canada. He returned to the Public Service for one year in 1963 as Deputy Minister of Industry, returning the following year to his former position as President of the Air Industries Association. In 1969 he was appointed President and Chief Executive Officer of Telesat Canada.

Mr. Golden is a former Chairman of the Board of Governors of Carleton University, former President of the Canadian Institute of International Affairs, Chairman of the Board of the Parliamentary Centre for Foreign Trade, and a member of the Board of Directors of a number of Canadian organizations. In 1977, Mr. Golden was named an Officer of the Order of Canada.

Commenting on his resignation as President of Telesat, Mr. Golden said that after 10 years in that office he felt that the interests




of the company would be best served if he were to relinquish the day-to-day management responsibility for the company in order to concentrate on a number of special, longer-range policies for the growth and development of Telesat.

"It would be difficult to imagine a better qualified or more suitable President and Chief Executive Officer than Mr. Thompson to guide the company through the exciting challenges and opportunities in the years ahead," Mr. Golden said.

As Chairman of the Board, Mr. Golden will continue to be a full-time employee of Telesat Canada.





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OTTAWA - 25 July 1980 - Public recognition of the essential role of the satellite in the extension of television services in Canada was applauded today by Telesat Canada President Eldon D. Thompson.

In a report released yesterday, Real Therrien, chairman of the Committee on Extension of Service to Northern and Remote Communities, urged the CRTC to make an immediate call for applications for the satellite delivery of Canadian television services to remote and inadequately served parts of Canada. The report also recommends the introduction of pay television and other optional services which would, among other things, make effective use of Canadian resources and generate significant revenues to foster the development of the Canadian program production industry.

Mr. Thompson said that the 41 recommendations contained in the report could, if adopted, have a major impact on the broadcasting industry in Canada.

Although Telesat has not yet had time to fully digest and evaluate the impact of all the recommendations on the company's operations, Mr. Thompson said, "we feel the report is a comprehensive summary of the present situation, but we were a little surprised that the Committee had not been more specific in its recommendations for the broadcasting industry in Canada."

"We were also rather disappointed by the statement in the report that Telesat had not consulted the Canadian Broadcasting Corporation,

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its largest customer, during the design phase of the Anik C satellites."

In fact, Mr. Thompson said, during the design phase of Anik C, there had been discussions between Telesat staff and the staffs of the various existing and potential broadcast customers, including the CBC, to identify the service requirements of the satellite.

On the question of cost versus price, Mr. Thompson said the Committee had commented that, justified or not, Telesat's rates "are so high as to be an impediment to the extension of broadcasting services."

He said, however, the Committee had failed to point out that Telesat's rates do in fact reflect the real costs of satellites and earth stations whether provided by Telesat or by others.

"Obviously," he continued, "if the broadcasting system in Canada is to develop along the lines suggested by the Committee, some means will have to be found to meet the costs of the transmission systems as well as those of the programming to be carried by them. The Committee has not been very specific in suggesting such mechanisms."

Mr. Thompson also expressed Telesat's concern with the Committee's Recommendation No. 11 which would permit "general and special purpose broadcasting undertakings to own and operate uplink earth stations."

"As the report points out elsewhere," Mr. Thompson said, "the entire capacity of the Anik satellites is not dedicated to broadcasting alone." Other services, operating at different power levels and using different bandwidths share the satellite capacity. He said that unless carefully monitored and controlled, transmission errors in this mix of telecommunications signals could create serious problems.

"At best, there could be troublesome interference between services and, at worst, slop-over between channels could require wider separation between signals resulting in a reduction in the number of usable channels in each satellite."

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Mr. Thompson said that only with uniform practices of transmission, signal monitoring, servicing and maintenance could efficient use of the available bandwidth be provided and the quality of the services contracted for by each customer guaranteed.

"Such quality control of each customer's services is unlikely with diverse ownership of transmit earth stations," he said.

Mr. Thompson said that many of the 41 recommendations in the Committee's report address areas such as Canadian content, language of programming, proprietary, distribution and exhibition rights and other matters. While they are of interest to telecommunications common carriers like Telesat, they are properly the business of programmers and broadcasters. As such, he said, Telesat would not comment on these recommendations at this time.

Mr. Thompson said the Committee had pointed out that during the next two years, before the next generation of satellites is placed in orbit, there are a limited number of channels available for new broadcasting services. He said it should be remembered that this period of shortage would be brief.

"Telesat's next satellite is now on a firm schedule for a launch in August of 1982 and no longer is dependent upon the availability of the U.S. Shuttle system." A successful launch at that time will significantly increase the available channel capacity of the Telesat system," he said.

On the Committee's rejection of the usefulness of the Anik C satellites for northern broadcasting services, Mr. Thompson said that Telesat does not believe that the final verdict is yet in. He said the company is actively engaged in studies to identify the commercial feasibility of expanded direct to home service applications.

In conclusion, Mr. Thompson pointed out that the Committee, quite properly, had limited its studies to the field of broadcast services. He said that the report details the demands, the needs and the wants of individual and organized Canadians in all parts of the country for various types of broadcast services. It must

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always be remembered, he said, that Canadian satellites are called upon to provide a host of other essential, but non-broadcast services.

"Perhaps the greatest challenge before us in the coming years will be to determine which of the almost infinite number of desirable telecommunications services on our shopping list can best be accommodated within our finite physical and financial capabilities.





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OTTAWA - 23 October 1980 -- For the first time in Canada, a complete daily newspaper flashed at the speed of light from Toronto to Montreal via Telesat Canada's Anik satellite system launching the National Edition of The Globe and Mail. Later this month, the National Edition will be simultaneously received, via satellite, for printing in Calgary. At that time all circulation of The Globe and Mail outside Ontario will be the National Edition printed either in Montreal or Calgary.

The National Edition of the paper will stress national, international and business news including the complete Report on Business section. Only local news with national significance will appear in this special edition. Classified and display advertisers will now have the advantage of much broader coverage as this edition becomes Canada's only national daily print advertising medium. Publishers state that the National Edition will average 32 to 40 pages Monday thru Friday and up to 48 pages on Saturday.

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The high speed data service provided by Telesat's satellite telecommunications system transmits and receives each page of the newspaper from Toronto to Montreal, Calgary or elsewhere in Canada at a speed of a page a minute. A high intensity laser scanner in the Globe's plant "reads" each page as it comes from the composing room and converts the type and pictures to over 368 million electronic impulses. This data is transmitted by an earth station located outside the Toronto plant to Telesat's Anik A 3 satellite in orbit 36,000 km over the equator. The signals are amplified and re-transmitted to earth stations where they are passed to another scanner which "reads" and converts the signals back to type and photographs reproducing them on photographic film used to make the printing plates.

The inauguration of Canada's first satellite transmission of a daily newspaper is another demonstration of the capability of Telesat's domestic satellite system to offer cost effective telecommunications for the business community throughout the country. By using the Anik satellite system, The Globe and Mail will be able to provide more regular service and, as circulation expands, it will gain savings in shipping costs. Expanding circulation also will provide increased coverage for advertisers.

In announcing the publication of the new National Edition of the Globe, via satellite, publisher Roy Megarry said, "This is the most significant technological advance since George Brown introduced the rotary press to Canada and the Globe in 1853." He then added that, "More than anything else, this decision confirms the destiny of The Globe as Canada's national newspaper."

Eldon Thompson, President of Telesat Canada, said, "We are quite naturally delighted that The Globe and Mail is using the data transmission services available on Telesat's communications systems.

"Satellite telecommunication is ideally suited for data transmission of all kinds over long distances," he said, adding that, "Telesat anticipates increased demand from several sections of the Canadian business community." Mr. Thompson said Canada was the first country in the world to establish a commercial domestic satellite telecommunications system and has earned an enviable international reputation during Telesat's first 11 years. "The company will continue to welcome the opportunity to respond to new challenges and changing business requirements and to demonstrate the flexibility and cost advantages of Telesat Canada's satellite telecommunications system," he said.

For further information contact, George Beers, Manager, Public Relations  
746-5920, Ext. 295.





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OTTAWA - 04 February 1981 -- Telesat Canada is moving its Anik A2 communications satellite 5,300 km through space to collocate it on station with Anik A3. Successful completion of the maneuver will mark the first time domestic communication satellites have been collocated within the same beam of a system of fixed ground antennas.

With recent new applications of satellite telecommunications, plus increasing demands for channels for video broadcast and other satellite services, all available channels on Telesat's satellites are now in commercial service or committed to customers under firm orders. By taking advantage of the fact that the Anik A series of satellites are identical and their channels are tuned to the same frequencies, collocation will enable Telesat to use the best channels on each satellite to provide a greater number of operating channels for immediate service and offer extra protection for other channels on Anik A3.

The collocation will thus alleviate the shortage of channels in the 6/4 GHz frequency band which will exist until the launch of the larger 24 channel Anik D satellite in August, 1982.

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The 16 channel Anik C1 satellite, operating in the 14/12 GHz frequency band, will also be launched in 1982 and this will further ensure that there is adequate satellite capacity for present and future demands.

Following an extensive study and series of tests conducted in late 1980 and early January, 1981, Telesat commenced the collocation at 12:14 on 15 January. A command was transmitted to Anik A2 firing the on-board thruster motors to move the satellite slightly out of geostationary orbit. (See diagram 1 below).

In its new drift orbit Anik A2 moves more slowly than the satellites in geostationary orbit approximately 36,200 km above earth. As it drifts west over a period of 28 days, the satellite will be under 24 hour-a-day command by the Satellite Control Centre at Telesat's Ottawa headquarters and the tracking and command antennas at Telesat's main earth station at Allan Park, Ontario. Signals sent to and received from Anik A2 will enable satellite controllers to constantly monitor and command the satellite during its entire passage.

Eight days before Anik A2 completes its drift west, commands will be sent to Anik A3 to move that satellite  $.05^{\circ}$  west in preparation for the collocation. As Anik A2 nears its new orbital position, the thrusters will again be fired stopping the satellite's drift as it comes into the tracking and command beam from the antenna controlling Anik A3.

Both satellites will then be positioned in adjacent plus or minus  $.05^{\circ}$  stations and their orbits in phase at  $114^{\circ}$  west



longitude. With the best channels on each satellite turned on, the new Anik A2/A3 station will then commence operation as if the channels on each satellite were part of a single satellite. The maneuver will also avoid any time-consuming expense of adjusting ground antennas throughout Canada aimed at Anik A3. (See diagram 2 below)

The entire maneuver will be completed without any interruption of service for customers now leasing channels on Telesat's satellites, and the Anik A2/A3 station will be in service by mid-February, 1981.

For further information contact, George Beers, Manager, Public Relations (613) 746-5920, Ext. 295.

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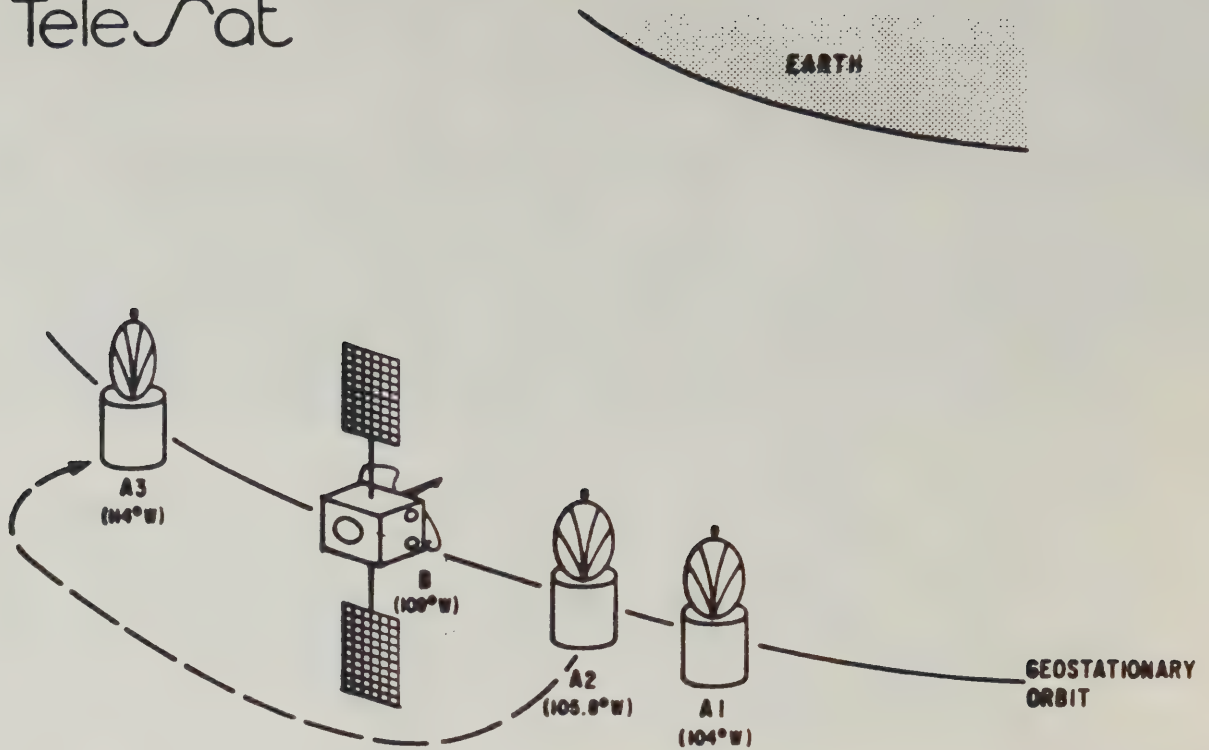


FIG. 1

MOVE OF ANIK A2 TO COLLOCATE WITH ANIK A3

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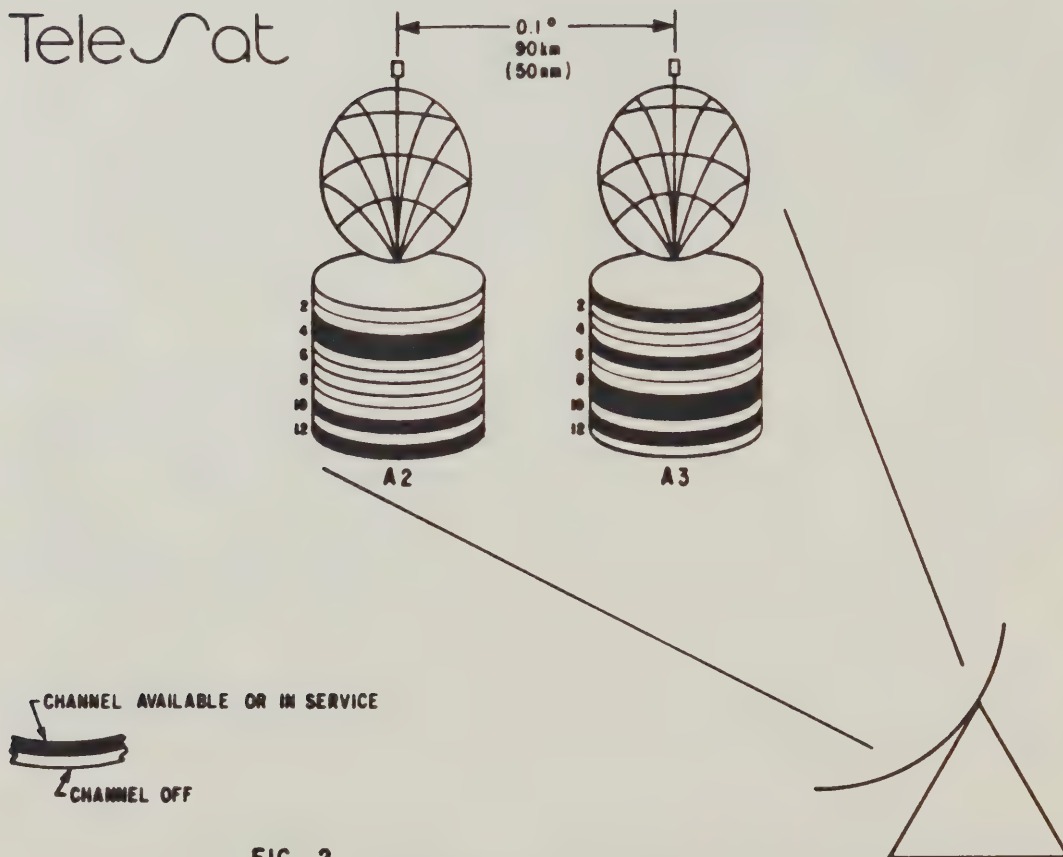


FIG. 2

COLLOCATION OF ANIK A2 AND A3

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## TELESAT'S FIRST ANIK C SATELLITE COMPLETED

OTTAWA, 24 December 1981 -- The first of a trio of powerful new Anik C communications satellites now being built for Telesat Canada is about to be shipped from the Hughes Aircraft Company of Los Angeles, California, to await its launch date with the NASA space shuttle.

Engineers from Canada's commercial satellite communications company gave the \$25 million Anik C 1 spacecraft a final once-over December 16, then gave Hughes the go-ahead to ship it to pre-launch storage in Delaware the first week in January.

The three Anik Cs are booked for separate shuttle launch missions, with the first currently due to blast off from Cape Canaveral, Fla., aboard the orbiter Columbia in November, 1982; the second in April, 1983; and the third in 1984.

The most powerful communications satellites available to North Americans until the latter half of this decade, they will introduce new kinds of business, broadcasting and other telecommunications services to Canadians, using revolutionary new technology.

With double the communications capacity of earlier Telesat spacecraft, the Anik Cs will be the first Canadian satellites to operate exclusively at radio frequencies of 14 and 12 billion cycles per second --- significantly higher than those in use by the more conventional satellites of today, and entailing new technology in both spacecraft and earth station design.

The combination of higher transmitted power and use of these higher frequencies will enable Anik C to work with much smaller earth stations. These terminals can be located in crowded spaces in city centres, without interfering with existing terrestrial microwave communications facilities which share the lower, 6 and 4 billion cycle per second bands with older satellites.

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The satellites will cover virtually all of populated Canada with four contiguous spot beams, which will provide highly-focussed signals that will enable TV pictures to be received on earth terminals with antennas as small as 1.2 metres in diameter. (This makes Anik C ideal for providing Canadians with a low-cost, direct-to-the-home satellite TV broadcasting system that could be operating at least two to three years before more expensive U.S. systems start up).

The Anik Cs will provide rooftop-to-rooftop integrated transmission of voice, video and data communications signals for Canadian businesses, carry Pay TV and other forms of broadcasting and generally help meet the growing telecommunications needs of Canadians until the 1990s.

Major Telesat customers for the first Anik C will include the TransCanada Telephone System (TCTS), which has booked 8 of the satellite's 16 RF channels.

The cylindrically-shaped Anik Cs employ telescoping, concentric solar panels which will provide the spacecraft with about 800 watts of electricity -- more than triple the power available to Telesat's first generation Anik A satellites, which were launched in 1972, 1973, and 1975.

In orbit, and with the lower, outer solar "skirt" and communications antenna fully extended, they'll measure more than 21 feet tall, by 85 inches in diameter, with a liftoff weight in the area of 2,400 pounds.

They're being supplied under a contract signed by Telesat with Hughes in April, 1978. A major portion of the design, manufacture and testing of the satellites has been done in Canada. Spar Aerospace Limited, of Toronto, is the principal Canadian subcontractor to Hughes, with others including SED Ltd., of Saskatoon, Sask., COM DEV Ltd., of Montreal and Fleet Industries, of Fort Erie, Ontario.

Telesat, the world's first domestic satellite communications company, is at the leading edge of both the technology and applications of the business.

Owned 50-50 by the federal government and other major Canadian communications carriers, it has four satellites in orbit and provides a full range of flexible, reliable telecommunications services to Canadians.

It will also launch two new Anik D satellites, operating in the lower frequency band, with the first of them scheduled for a NASA rocket lift-off next August 12.

Ref:

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Eds: New pics of completed spacecraft available upon request.



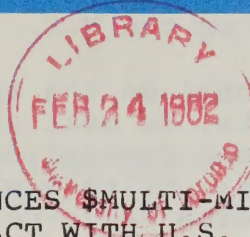
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## TELESAT ANNOUNCES \$MULTI-MILLION SERVICE CONTRACT WITH U.S. CUSTOMER

OTTAWA, February 17, 1982 -- Telesat Canada has signed a contract with a potential initial value of up to \$32 million, to provide interim satellite communications services to a United States customer. One of the largest service agreements ever made by this country's commercial satellite carrier, it will enable Canada to profit from a temporary surplus of capacity on Canadian satellites during a period of capacity shortage in the U.S.

Telesat President Eldon D. Thompson said the contract with GTE Satellite Corporation (GSAT), of Stamford, Connecticut, is for one year, with options for renewal periods of six and twelve months. The agreement calls for the services of 10 channels in the 14/12 GHz satellite frequency bands -- eight to be provided through Telesat's first Anik C satellite and two more when its second Anik C becomes operational. The first spacecraft is currently scheduled for launch November 11 of this year; the second in April, 1983. The signals to be carried under the agreement will originate and terminate entirely within the United States.

GSAT will use the Telesat capacity to carry the services of two New York based entertainment companies -- Pop Satellite Inc., and Allstar Satellite Network Inc., which are members of a joint venture operating under the name United Satellite Television (USTV). The organization will distribute Pay-TV and other broadcast services to apartments and condominiums, hotels, cable TV systems and similar users through Anik C, using earth station dish antennas as small as 1.2 metres in diameter. Because they were designed for Canadian use, the antenna coverage patterns of the Anik C satellites can be made to extend only as far south as Atlanta, Georgia in the East and Denver, Colorado in the west. But the covered area of the U.S. still includes the densely populated northeastern states and other prime market areas.

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GSAT, a U.S. domestic satellite carrier, plans to launch the first of its own G-STAR satellites in July 1984, at which time it will switch its customers to that spacecraft.

Mr. Thompson said Telesat's sale of services to GSAT has been made in accordance with a long-established understanding between the Canadian and United States governments. In a 1972 exchange of letters, the two nations agreed that the domestic satellites of one country could be used to provide temporary services to the other in a time of satellite channel shortages, such as now exist in the U.S.

The GSAT contract is conditional on the appropriate approvals being received from both governments, as well as on GSAT getting permission from the Federal Communications Commission, which regulates telecommunications in the U.S. Telesat will file details of the accord with its regulator, the Canadian Radio-television and Telecommunications Commission (CRTC).

Mr. Thompson emphasized that the requirements of Canadian customers for Telesat services could be fully met by Telesat, using both its current satellites and the first of the company's new Anik C and D series spacecraft, which are to be launched later this year. "Nevertheless," he said, "because it is the policy of both Telesat and the Canadian government that services to United States carriers be pre-emptible if channels are required for Canadian customers, Telesat has created two special new classes of service to accommodate its U.S. customers."

"Class One" service, available only at a premium rate, is pre-emptible to restore an existing Canadian service. "Class Two" service is immediately pre-emptible to restore an existing service and pre-emptible on 12 months notice to accommodate a scheduled future Canadian service.

The Telesat president said his company was continuing active negotiations with other possible U.S. customers, and could see the potential for an additional \$30 million in sales of temporary services which could be provided without prejudice to Canadians between now and 1984.

"Telesat must be free to make the maximum possible commercial use of the channel capacity of its satellites," said Mr. Thompson, "because the net effect of obtaining these revenues through short-term arrangements with U.S. customers will be to hold down the costs of satellite communications services for Canadians."

Noting that regulatory and other delays in the start-up of new Canadian broadcast services via satellite had contributed to the temporary channel surplus Telesat would have after its next two satellites are launched, he added that "unfortunately, the meter starts ticking as soon as these satellites are launched. We just can't afford to turn away customers with money in hand, in order to keep capacity sitting idle for as yet unauthorized and undefined Canadian services," said Mr. Thompson.

For further information:

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TELESAT AND NASA SIGN LAUNCH AGREEMENTS  
FOR FIVE NEW CANADIAN SATELLITES

OTTAWA---(June 21, 1982)---Telesat Canada signed contracts here today with the National Aeronautics and Space Administration (NASA) of the United States, for the launches of five new Canadian communications satellites during the next three years.

Telesat President Eldon D. Thompson and Dr. Stanley I. Weiss, NASA Associate Administrator for Space Transportation (space shuttle) Operations, put their signatures to two launch services agreements covering one conventional rocket launch and four via the U.S. space shuttle. These five launches will cost Canada's domestic satellite communications corporation about \$75 million (U.S.). The satellites themselves will be worth close to \$160 million (Canadian dollars).

The contracts specify the terms and conditions by which the U.S. space agency will launch Telesat's 24-channel 6/4 GHz Anik D 1 spacecraft, this August 12; its first 16-channel 14/12 GHz Anik C satellite, on November 11 of this year; and two more Anik C and a second Anik D spacecraft by October, 1985.

This summer's Anik D launch from the Kennedy Space Centre in Florida will use an augmented thrust Delta 3920 rocket, in the development of which Telesat has participated. This conventional "expendable vehicle" launch will cost the company more than \$25 million (U.S.).

The remaining four launches---the first two with firm dates of November 11, 1982 and April 20, 1983 and the others with planned dates of April 18, 1984 and October 10, 1985---will employ the NASA space shuttle.

The first three of these Telesat shuttle launches are expected to cost in the vicinity of \$9 to \$10 million (U.S.) each and the fourth about \$19 million (U.S.).

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The November mission which will carry Telesat's first Anik C satellite will be the historic premiere commercial flight of the multi-billion dollar shuttle.

Telesat's third and fourth generation Anik C and D satellites will be the backbone of Canada's satellite communications system until the 1990s. They will carry new Pay TV and other broadcasting services, as well as point-to-point voice, video and data links, private business networks and a host of other specialized telecommunications services.

For further information:

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